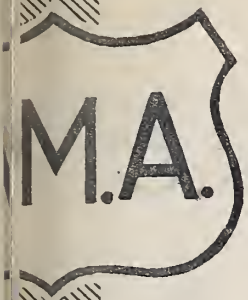


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# Marketing Activities

*Issued Monthly by*

**AGRICULTURAL  
MARKETING  
ADMINISTRATION**

**U. S. DEPARTMENT OF AGRICULTURE**



Vol. 5 No. 6

June 1942

## A NEW ANGLE IN FOOD MERCHANDISING

By Nathan Koenig.....Page 3

Step right up and buy our Victory Food Specials, folks. You'll find them fresh, tasty, and packed full of vitamins, And listen--they won't wreck your food budget, either. The line forms on the right.

## FLYING SHEEPSKINS

By C. L. Harlan .....Page 7

The Army Air Corps was looking for something that would keep its flyers warm at high altitudes, and they found it in good old sheepskins or "shearlings." So what do you see climbing into our warplanes today? Why, flying tigers in sheeps' clothing, of course.

## DON'T THROW THAT FOOD AWAY!

By Frank George.....Page 11

Uncle Sam has been looking into your garbage pail and what he has found--tsk, tsk--you ought to be ashamed of yourself. To keep in good with the old gentleman, you'd better start looking for ways to use those left-overs.

## THE COFFEE OF PUERTO RICO

Adapted from a publication of the Government of Puerto Rico Page 13

We always thought coffee grew under the ground like peanuts and was harvested during the dark of the moon. But perusal of a slick little publication, entitled "Coffee from Puerto Rico," set us straight and we are passing the information on to you.

## THE EMPHASIS IS ON DRIED MILK

By Bill Ward.....Page 17

Once upon a time a fellow got into an automobile and said, "It'll never go." But the car started and he got scared and yelled, "It'll never stop." That's just about the experience the country has had with evaporated milk production. How about making a little more dried milk for a change, fellows?

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## A NEW ANGLE IN FOOD MERCHANDISING

. . . . . By Nathan Koenig

"Mr. Smith, I see you are calling spring crop onions a Victory Food Special. Is that a new slogan you grocers have thought up to increase sales?"

"Well, we're always trying to increase sales, Mrs. Green. But this Victory Food Special idea has more behind it than just a slogan. It is a definite program of the Department of Agriculture -- a program to reduce waste."

"I'm afraid I don't get the connection between this sign you have over your onion counter and the Department of Agriculture's drive on waste, Mr. Smith. Would you mind telling me a little more about it?"

"Not at all. The idea is really very simple, and it's something we should have tried long ago."

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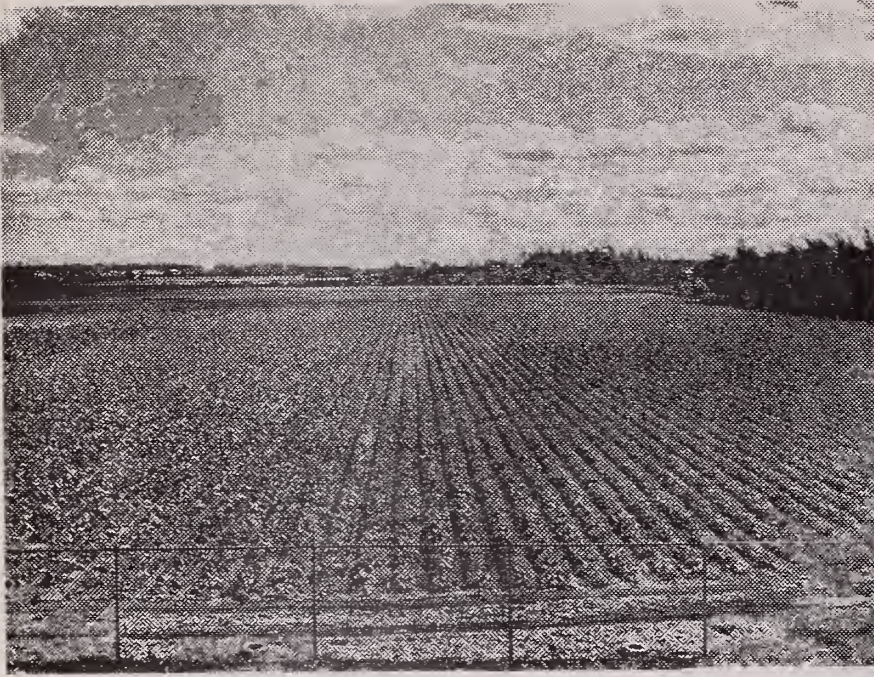
As you know, our farmers try to produce food in quantities that will be absorbed by consumers at a fair price. When farmers hit this happy medium, there is neither too much nor too little -- and prices are generally satisfactory to all concerned.

But sometimes supplies of a certain food may drop far below what the market will absorb. We had such a situation in January 1940 when most of the snap bean crop in Florida was frozen out. Prices went as high as 50 cents a pound in some stores and everybody complained -- consumers, because they couldn't afford to buy as many beans as they liked, and producers, because most of them had no beans to sell at any price.

We also have the other extreme -- a temporary surplus or market glut of certain foods. This situation is generally brought about by unusually good growing weather, a large expansion of acreage, harvesting delays that cause the marketing of crops in one area to "run over" into the marketings from another section, or other factors. Whatever the cause, a market glut often depresses prices so much that it doesn't pay farmers to harvest their crops. Thus, valuable foodstuffs are wasted.

There you have the three situations -- supplies just right, supplies too small, and supplies too large. Nothing needs to be done in the first instance, nothing can be done in the second, but the Department of Agriculture's Marketing Administration believes that it has a workable plan for helping solve the problem of seasonal surpluses. The Agricultural Marketing Administration believes that consumers will buy much larger quantities of these products in seasonally heavy supply if they only know





Growing a crop is only one link in the Nation's food supply chain. The crop must move through distributing channels to the consumer for use where it counts. Otherwise there is waste of food and of farm production resources.



The homemaker's most important job is the proper feeding of her family. What and when she buys determines whether or not any of the Nation's food supply will be wasted. The aim of the Victory Food Special Program is to call her attention to foods, which, because they are plentiful, are good "buys".





about them. That is why onions are being featured at this time as Victory Food Specials -- to call attention to the fact that they are plentiful.

Special merchandising campaigns are being conducted by grocers and other food merchants to push the sale of each Victory Food Special during the period when heaviest supplies are scheduled to arrive on the markets. The Victory Food Special is featured in store advertising and special displays designed to encourage increased sales to consumers.

In determining when to hold the merchandising drive for each Victory Food Special, the Agricultural Marketing Administration aims to have the dates coincide with the availability of heaviest supplies on consumer markets. This means that for a farm product distributed nationally or over a wide region, the merchandising drive is conducted a week or 10 days after peak harvesting in the production area.

#### Announcements Made In Advance

Announcement of these merchandising campaigns to the trade far enough in advance of their actual dates permits wholesale and other buyers in the producing areas to make their purchases at about the time of heaviest harvestings in anticipation of the drive. This also helps build up demand from grocery stores and aids them in planning their retail sales promotion.

Grocers' sales efforts are backed up by information supplied by the Agricultural Marketing Administration calling the attention of consumers to the Victory Food Special that is currently being featured. This information is widely distributed for use by the trade, home economists, market reporters, editors of women's pages, radio station directors, and others who put out information for consumers.

Victory Food Specials are identified by a symbol that is being made available to the food distributing trade for its use in store and other advertising copy and display material. The symbol consists of a market basket filled with foodstuffs with a bold V in the foreground of the basket and the words "Victory Food Special" running across the base of the V.

First of the Victory Food Specials was lettuce, featured in a national merchandising drive from May 11 to 25. Supplies at that time were unusually large -- 8 million crates -- or about a fourth larger than last year and half again as large as the 10-year average. Most of the shipments were of the Iceberg type, produced in California, but other supplies came from producing areas in Georgia, South Carolina, and North Carolina.

The lettuce campaign worked out very well. Soon after the merchandising drive got under way -- that was on May 6 -- the f.o.b. market price increased from 50 cents to \$1 per crate, and terminal market prices

went up mostly from 25 cents to \$1 per crate. Apparently the merchandising drive was well-timed to help move the extra-heavy supply on consumer markets.

Spinach and asparagus were designated as Victory Food Specials during the period from June 1 to 8 in the area north of Virginia and east of Ohio, and spring crop onions are being featured nationally during the period June 8 to June 15. Tomatoes will be merchandised from June 29 to July 4, and broilers and fryers -- in the poultry line -- from July 16 through July 25. Other commodities will be emphasized as Victory Food Specials as indicated heavy supplies materialize.

Participating in the program are the Nation's agricultural producers, shippers, wholesalers, and retailers. These groups, represented at a recent conference called by Agricultural Marketing Administrator Roy F. Hendrickson, pledged their full cooperation to increase the commercial movement of agricultural products, which, because of their abundance, would otherwise be left unharvested and permitted to waste.

Administrator Hendrickson warned the food industry representatives that we can't be too sure about our food supply. "Time and again we have heard people say that there will be plenty of food," Hendrickson said. "The sooner we are done with this sort of complacency the better. Before we really went into this war, there was some justification for our feeling of smug security in our food supply. But so many new factors have come into the picture since, we can no longer think of food in peacetime terms."

Hendrickson listed shortages of farm labor, shortages of container materials, and shortages of transportation facilities as factors that may constitute a pinch on food supplies in coming months. And that is why the Agricultural Marketing Administration is placing so much emphasis on the Victory Food Specials. We can't afford to waste anything this year, and we certainly can't afford to waste food.

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"We certainly can't, Mr. Smith. This Victory Food Special program sounds like a workable plan to me -- and that reminds me: I need some onions and I see that you have them marked very reasonably."

"Yes, I was saving that feature of the new program for the last. Because the Victory Food Specials represent commodities that are in heavy supply, they are always attractively priced. It will pay you to watch for them."

"I will watch for them, Mr. Smith. And thanks for telling me all about how the Victory Food Special program operates. Now, about those onions -- "



## FLYING SHEEPSKINS

. . . . . By C. L. Harlan

Bureau of Agricultural Economics

An Eskimo would gladly swap his fur-lined parka and other cold-resisting apparel for an Army flyer's sheep-lined suit. Scientific tests have proved that the ordinary sheepskin is far warmer than other furs -- and that includes bear, beaver, fox, rabbit, and wolverine pelts. Sheepskins are also better able to stand up under the heavy wear the flyers give them, the skin part of the pelt being treated in such a way as to make it flame-proof, wind-proof, and acid-proof. In view of all these advantages, it is no secret that the Army is in the market for sheepskins or "shearlings"-- pelts with wool from three-eighths of an inch to an inch in length.

There is only one catch to the story: It takes 12 shearlings to outfit an aviator with parkahood, jacket, gloves, pants, and boots--or about 90 square feet of sheepskin. Now multiply that figure by 65,000--our airplane goal for 1942, and then multiply by about 3--pursuit ships take one man and the bombers take more. The result is big enough to make any sheep worry about his skin--and enough to make the Army wonder if there will be enough pelts to go around.

Some Imports May Be Lost

In normal times, about half of the 6 million shearlings used annually in the United States come from Australia, New Zealand, South Africa, and South America. However, the import situation is complicated by British control of the principal overseas sources. Since the British need shearlings for their own flyers--remember those big raids they have been making in the Rhine Valley?--it is likely that the British Wool Board may curtail shipments to the United States this year.

Because of our large military requirements, together with the uncertainty regarding imports, the entire United States supply of shearlings has been reserved by the War Production Board for military use. The WPB has ruled that wool may not be pulled from sheep or lamb skins when the wool is one inch or shorter and when it is of 46's grade--a medium coarse wool--or finer. Tanners may not tan nor dress shearlings except for use in Government contracts.

The allocation of our shearlings is a necessary step, of course, but it looks as if we would have to go a little further and increase our domestic supply some way or other. For a number of reasons this is a difficult job--but before you hear about the difficulties you ought to know something about shearlings themselves.

The principal source of shearlings is from yearling Texas sheep





This shepherd has a lonely job. Sometimes it's weeks before he talks to another human being. But he is playing a very definite part in the war effort. The skins of those sheep, if the wool is of the right length and fineness, are urgently needed for flyers' suits.

Here is one of the flyers - all dressed up and ready to go. It takes about 12 sheepskins or "shearlings" to line that bulky outfit he is wearing, or 90 square feet of sheepskin in all. It gets cold at the high altitudes his bomber will reach and a sheepskin suit will feel pretty good.





that have been shorn of their wool--mainly wool of the finer grades -- along in March and April. Some of these sheep are held on Texas ranges until April, May, or June, and by that time their wool is long enough to meet shearling specifications. Others are sold to feeders in the Corn Belt, where they are fattened for varying lengths of time. When sold they may have wool ranging in length from a quarter of an inch to over an inch. Other shearlings from Texas come from fall shorn yearlings and spring lambs marketed by the end of the year.

The next most important source of shearlings is from early spring feeder lambs in California. These lambs are shorn in May or June and finished on ladino clover pastures in California or shipped to Corn Belt feed lots where they are fattened for market. Another source of shearling skins is from so-called "shearing" lambs, which are mostly tail-ends from feed lot lambs that are bought by commercial feeders, shorn, and then fed for some weeks before being marketed. Also, some lambs from Colorado and other western feed lots in the early spring may be moved to commercial feed lots, shorn, and then fed further before going to market.

Most of the annual supply of shearling skins is available in the second quarter of the year from animals slaughtered not too long after shearing, and to increase the supply involves a disruption of the usual producing and marketing methods.

#### Some Difficulties Seen

Here are some of the difficulties: Few range producers who sell slaughter or feeder lambs in the late summer or fall will shear their animals before shipping because the small quantity of very short staple wool per head--even considering the relatively high price of shearling skins--would hardly offset the cost of shearing, extra shrinkage of the lambs, and the possibility of heavy loss following cold fall rains or early snow. It is also doubtful whether Corn Belt or western feeders, who feed their lambs in the open, would be very keen buyers of shorn lambs. Such feeders ordinarily do not have facilities for shearing lambs nor the right kind of shelter for shorn lambs. As the saying goes, the wind must be tempered for the lamb whose wool has gone to market.

The most promising method of getting shearlings from these winter-fed lambs would be to move them to commercial feed lots, shear them, and put them on feed for a few weeks. Additional shearlings could be obtained by shearing native lambs in the late summer and holding them for some weeks before marketing. A fair fleece of lamb's wool could be shorn from such lambs, but the shearlings would be mostly a coarse wool type.

Another method of getting short wool shearlings would involve shearing lambs bought for slaughter so as to leave about a quarter of an inch of wool on the skin. This, of course, would mean a considerable shrinkage in weight and possibly some deterioration in quality.

The Department of Agriculture is well aware of the problems that complicate the shearling situation, but such problems do not appear to be insurmountable. If we can build 65,000 airplanes a year and train pilots to fly them, we can certainly round up enough sheepskins somewhere to keep those pilots warm.

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#### AMA TO BUY GOVERNMENTAL REQUIREMENTS OF CANNED FISH

The Agricultural Marketing Administration has been designated by the War Production Board as the agency to purchase all Government requirements of canned salmon, pilchards, sea herring, sardines, and mackerel.

Inasmuch as Government requirements and the size of the canned fish pack can only be roughly estimated at this time, the Agricultural Marketing Administration has been allocated the entire 1942 pack of these fish. The requirements of the armed forces will be filled from purchases made by the AMA when and as the products are desired.

According to information now available, about 2,500,000 cases of canned salmon will be required for the armed forces and Lend-Lease out of an estimated pack of 5,400,000 cases. As to the other canned fish products included in the WPB order (M-86-b), AMA purchases are expected to be at least 50 percent of anticipated production, but until more specific information on production becomes available, total requirements will not be determined.

Contracts also are being completed by the AMA which will enable salmon packers operating in Alaska to receive indemnification up to 80 percent of certain losses incurred as a result of enemy action or action of the U. S. Government in connection with the war effort. Packers' rights under this option-to-purchase contract will commence as of May 29. The contracts will assure the undertaking of fishing expeditions in Alaskan waters that otherwise would not be made because of the extraordinary risks that must be assumed this year. Provisions of the contract have been worked out in cooperation with representatives of the salmon industry.

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More than 14 million half-pints of milk were distributed during a single month of the 1941-42 school year to some 700,000 school children in the 76 areas where the "Penny Milk Program" was operating. Designed to widen fluid milk markets of dairy farmers, the program also helps to combat malnutrition among school children. Officially known as the School Milk Program, it is popularly called the Penny Milk Program because, under its provisions, eligible children cannot be charged more than a penny for a half-pint of the milk.



## DON'T THROW THAT FOOD AWAY!

By Frank George

## Bureau of Agricultural Economics

Reducing food waste on the long haul from the farm to the consumer has always been a challenge to Uncle Sam's food experts. But now they find that consumers themselves are guilty of sabotaging our food supply. In cities large and small, the specialists find that a sixth of the food purchased is chucked into the garbage can or is otherwise lost irretrievably.

A survey of the Nation's garbage pile shows that the waste totals 302 pounds a year for each person in 412 cities having an aggregate population of 53 million. The food specialists find that much of the waste consists of fats, bones, root vegetable tops, the outer stalks of celery, the outer leaves of lettuce, citrus rinds, and the like. Much of this food is edible if properly prepared.

Home Economists Have the Answers

You may turn up your nose and say, "How are we going to use stuff like that?" But the home economists are ready with the answers. Fats, they say, should be saved for frying instead of being poured down the drain. Bones make good soup. The green outer leaves of lettuce contain more Vitamin A than the pallid inner leaves and can be used in salads. Fruit rinds can be used in jellies and preserves. Hundreds of other suggestions can be obtained merely by writing to the Bureau of Home Economics at Washington, D. C.

The home economists will also give you advice on proper methods of cooking. They point out that many fats are lost by temperatures kept too high; that many meats and vegetables are thrown out because they were overcooked; that many fruits end up in the garbage can because they were kept too long in a warm room. In a year's time it all adds up to a tremendous total.

In New York City the garbage totals 328 pounds a year per person; in Pittsburgh it is 313 pounds, but both of these cities are above the national average in quantities of garbage per person. Less wasteful are the people in Boston, 291 pounds; Los Angeles, 285; Cleveland, 281; Detroit, 246; Chicago, 212; Philadelphia, 203; Baltimore, 197; and St. Louis, 196.

These totals should be reduced. France, Greece, Belgium, Holland, Denmark--all of these countries once had enough food. But the war changed all that and now their people are hungry. We have plenty of food here in the United States now, but we are in a war that may last a long time. Let's make all of our food count.

## HOMEMAKERS WANT INFORMATION ON GRADE-LABELED CANNED FOODS

Homemakers want to know more about the ABC grade labeling of canned fruits and vegetables, the Agricultural Marketing Administration reports. And they want to know more about the continuous inspection service the U. S. Department of Agriculture maintains in various canneries throughout the country. These are conclusions shown by data compiled in a store study by students of the Carnegie Institute of Technology at Pittsburgh.

Far fewer than half of the 257 food shoppers queried by the students had previously heard of grade labeling, but more than 85 percent were interested in obtaining more information. Over half were "very interested." Grade-labeling and the continuous inspection service were about equal when it came to consumer interest. Only one woman expressed direct opposition to the ABC system, and only two voiced disapproval of the Government's inspection program.

Just about a fifth of the homemakers had considered grade in their previous purchases of canned food--with the figure about the same in credit, cash and carry, and self-service stores.

Results of the Carnegie Institute study are more inclusive than those from many of the similar studies made by various colleges and universities the last 2 school years. Tabulations from practically all of the studies submitted to date, however, bring out the same two facts: Comparatively few homemakers know about grade-labeling of canned food, and few know about the continuous inspection service. But when they do hear about these services, they are interested.

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## USDA CONTRACTS FOR '43 CARROT AND ONION SEED

In a move to prevent a shortage of strategic vegetable seed, the Agricultural Marketing Administration has contracted with major producers for production of 1,536,000 pounds of carrot and 1,175,000 pounds of onion seed in 1943. Heavy demands, both foreign and domestic, made this action necessary.

It takes 2 years to produce both carrot and onion seed. For this reason, the AMA awarded contracts to 19 producers in California, Idaho, Washington, Oregon, Michigan, and other States to produce the onion and carrot seed needed next year.

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The value of all farms in 1940 was \$33,624,000,000.



## THE COFFEE OF PUERTO RICO

. . . Adapted from a Publication of  
The Government of Puerto Rico

In 1720 A French naval officer, Gabriel Mathieu de Clieu, sailed for the Caribbean island of Martinique with three small coffee bushes he had obtained from the Paris Botanical Gardens. The voyage was hard, supplies ran short, and it was necessary for M. de Clieu to share his water ration with his precious plants in order to keep them alive. Only one bush survived. It was planted in Martinique and thus the coffee industry in the New World began.

Sixteen years later, in 1736, the first coffee bushes were brought to Puerto Rico. In the fertile clayish soil of the Puerto Rican mountains, these plants found an ideal environment. They thrived and multiplied. By 1758 coffee was an export product of great importance--and it still is. Part of Puerto Rico's annual coffee crop is now exported to the United States, where it is used for blending with coffees from other parts of the world.

#### Coffee Crop Is Small

It must be emphasized that Puerto Rico's annual production of coffee would hardly make a drop in our national percolator. The total crop amounts to less than 1 percent of our annual consumption. But coffee is of vital importance to the economy of Puerto Rico, and the welfare of nearly a fourth of the island's population depends upon the crop.

Perhaps that is why growers have made such an intensive study of proper methods of seed propagation, of cultivation, and of preparation for market. There probably is no coffee-producing area in the world that is more carefully tended--and no coffee that is more scientifically grown.

In Puerto Rico the seed method is employed to propagate coffee bushes. Carefully selected seeds are sown in beds arranged under cover of palm leaves to protect the plants from the sun's rays. The soil is also kept moist so that the seeds will germinate well.

The young plants are attended to diligently, great care being taken to keep them moist, shaded, and thoroughly weeded. When the plants have developed three or four permanent leaves--some 6 months after germination and while the season is still rainy--they are transplanted to a nursery.

The young plants are developed in the nursery under more favorable conditions than they would find in the plantation proper. Therefore, while in the nursery, their shade is gradually reduced so they will

become accustomed to conditions they will encounter later on. After 8 or 10 months in the nursery the small bush is ready to be taken to the plantation.

Coffee plantations are laid out in a square, hexagonal, or row pattern, over sloping land and plateaus in the mountains. Bushes are set apart at regular distances of no less than 8 feet, so as to allow enough room for the root system to develop, space for the necessary sunlight, and for convenience in cultivating and harvesting the crop.

### Plants Must Be Shaded

Intense sunlight as well as strong chilly winds are injurious to the delicate coffee bushes. Hence, they are cultivated under the protection of shade trees, and of others acting as wind breakers. While the trees providing permanent shade develop, temporary shade is supplied by certain trees or plants--like bananas or plantains--of fast growth but short life. For permanent shade leguminous trees are preferred.

If left to their own devices, coffee bushes grow high. Thus the strength is absorbed by the wood, and a scanty production of fruit results. To prevent this and to facilitate picking, the bushes on the more modern plantations are pruned down to reasonable sizes.

The most common pruning practice in Puerto Rico is known as the "Guatemala system." It consists of training or bending down the primary branch of the coffee bush, which is then fastened to a wooden or wire fork stuck in the ground. When trained in this fashion, new stems will spring up. While they are still tender three or four of the best are selected, and the others eliminated. These will develop and grow branches bearing abundant fruit.

### Bushes Blossom in the Spring

In March, April, and May, the coffee bushes are covered with white blossoms, and some 7 months later the fruit appears--purplish crimson berries that indicate harvest time has come. The picking season usually extends from September to February and it is a busy time, with each man, woman, and child on the plantation working from dawn to dusk. Individual berries are picked, the overseers taking special care to see that only the ripe fruit is taken off.

When the baskets are filled, they are taken to the side of the grove alleys and emptied into sacks. From there, a caravan of mules and donkeys winds along crooked paths, around the hills, to the central grounds of the hacienda where the coffee is prepared for market. The word "hacienda" designates the whole coffee plantation, the processing plant, and grounds around which the plantation centers.

The preparation of beans for market in Puerto Rico follows the ex-



pensive and modern "wet method," which produces the so-called "washed coffee" of commerce. The dry method of preparing coffee is the oldest, and is designated as such because the beans are allowed to dry while the berries are still on the trees. The wet method requires an abundance of water, which fortunately is supplied by the many streams in Puerto Rico.

The first step in the wet process is to dump the freshly picked berries into a large receiving tank. From this tank they are carried by running water into the pulping machine where the outer skin is peeled off by rotating discs or cylinders. The beans are transferred to a concrete tank, so the mucilaginous substance covering the bean may be removed by fermentation. Twelve or fourteen hours is the average time needed for this fermenting process. Fermentation must be only alcoholic, not acetic--otherwise the acid forms a parchment that hampers the milling process and affects the essential oils. These oils are vital in producing the aroma, basic in coffee classification. To keep fermentation from overlapping into an acetic state, great care is taken to wash off the mucilage until no trace of it is detected on the beans.

#### Coffee Dried After Being Washed

Immediately after washing, the coffee is dried. The most common drying method practiced in Puerto Rico is the natural one--under the sun. The wet coffee is thinly spread over a wide concrete surface, called the "glacis," or upon sliding platforms that may be pushed under a cover in case of rain. On some haciendas, however, coffee is artificially dried in machines consisting of a centrifugal hollow steel cylinder fed with a current of heated air.

The drying operation, like all others in the industry, requires great skill and extreme care. Expert operators watch the drying beans constantly. Sharp eyes watch for the beans that turn to a distinctive greenish shade. These beans are removed instantly, because that shade is a sign that the thin parchment or husk is easily removable. Undried coffee is difficult to hull and polish. Its color rusts away. Overdried beans lose bouquet, get too yellowish, and are likely to crack during the shelling operation.

Next step is hulling and polishing, then the coffee is automatically graded according to size by special machines. Before the crop is finally ready for the market, beans from different parts of the island are harmoniously blended, to make certain that the coffee in every sack is of a uniform type.

In Puerto Rico, many plantations are small and yield only a few hundred pounds of coffee each season. Obviously, this small quantity is not sufficient to be sold in the export markets. It must be blended with coffees from other plantations on the island. This blending is done with care, and as a result Puerto Rican coffee is uniform.

Puerto Rican coffee is of the mild, washed, commercial type. Its beans are large, uniform, and stylish, ranging from a light gray blue to a dark green blue color.

When it comes to selling, the usual methods followed by export merchants are not radically different than those used in other coffee-growing countries. The coffee grower loads his coffee in the interior and deposits the bill of lading with his bank. A draft is then drawn on the consignee who, in turn, pays the draft and receives the bill of lading. He then removes the coffee to his own warehouses.

The same method of operation is followed by the growers' own cooperative--Cafeteros de Puerto Rico. This institution is entirely owned by a group of growers and is operated from a main office in Ponce. It acts as export agent, wholesaler to the local market, roaster, and packer. Its equipment is among the newest and finest in the world.

#### Stabilizing Corporation Exerts Influence

Operating in close cooperation with both the growers and the export merchants, including the cooperatives, the Puerto Rican Coffee Price Stabilizing Corporation exerts a powerful influence on the industry. This corporation is a agency of the Government of Puerto Rico, and was established in 1940 by the Insular Legislature.

In accordance with the act, that corporation shall "have power to withdraw from the Puerto Rican market, by itself or in cooperation with the U. S. Department of Agriculture, the Reconstruction Finance Corporation, or any other Federal credit agency, any amount of raw coffee produced in excess of that necessary for the probable consumption of the island; to purchase and sell coffee corresponding to the consumption quota and to the surplus, and to process, prepare, and handle coffee."

With this authority, it is obvious that the corporation is a tremendously important factor in the business of exporting coffee. Up to the present time its accomplishments have been particularly obvious in two ways: First, it has succeeded in standardizing the quality of Puerto Rican coffee offered for export sale. Second, it has secured a regular source of supply for several continental roasters who have incorporated Puerto Rican coffee into their blends.

Through the combination of the various activities of the corporation, the Puerto Rican Department of Agriculture and Commerce and the various export merchants, the Puerto Rican coffee industry has become more stable than it has been for many years. The demand for the product has increased steadily.



## THE EMPHASIS IS ON DRIED MILK

. . . . . By Bill Ward

More dried milk powder,--manufactured by the spray process is one of the biggest jobs the dairy industry has today. With guns, tanks, and food vying for a place on the ships, it's the food that packs the most nutritive value in the smallest space that wins out. It takes four shiploads of evaporated milk to equal the food value of one shipload of whole milk powder, and that is why the Agricultural Marketing Administration is placing so much emphasis on spray process milk powder--both from skim or whole milk.

More than 170 million pounds of dry skim milk were bought during the past 14 months, in addition to about 4 million pounds of whole milk powder. But most of it was made by the roller process, and powder manufactured this way cannot be used so readily for fluid purposes. Thus, the Agricultural Marketing Administration is in the market for both skim and whole spray process dried milk and now is asking the dairy industry to submit offers every Tuesday and Thursday. Accepted offers will become contracts.

Plenty of Evaporated Milk Available

Frankly, milk powder is needed much more right now than evaporated milk. The current rate of evaporated milk production and stocks on hand are much larger than are necessary to meet requirements for the 1942-43 season. To illustrate, the current rate of evaporated milk production is between 90 and 100 million cases a year. But it is estimated that about 65 to 70 million cases would take care of needs here at home, supply the armed forces, United Nations, and still leave a large reserve stock to meet unforeseen demands. In another month it is estimated that the Agricultural Marketing Administration will have a reserve of about 25 million cases. That is ample under present conditions.

While it is enlarging its purchases of spray skim and whole milk powder, the Agricultural Marketing Administration is continuing to buy dry roller skim, American cheese, and evaporated milk. In some areas, these products constitute the only outlets farmers have for their milk. But substantial curtailment of evaporated milk production in areas where other processing and marketing outlets are available is suggested.

If there should be changes in the requirements of our allies, it would be necessary to announce them to farmers and to the trade and take the necessary steps to obtain the products required. In this emergency we have to be prepared to make rapid adjustments. The war job the farmers and industry have been called upon to perform during coming months is unusually large and complex.

DRY BEAN PURCHASE PROGRAM  
TO CONTINUE AFTER JUNE 15

Extending for the second time the dry edible bean purchase program, the U. S. Department of Agriculture has announced that purchases will be continued until further notice. The original closing date for the purchase of dry edible beans previously had been extended from May 1 to June 15, 1942.

Because of relatively large supplies still held by growers and the continued need for beans for Lend-Lease and relief purposes, the Agricultural Marketing Administration will continue after June 15 to receive weekly offers from growers, associations of growers, or dealers.

Commercial classes which will be purchased until further notice include Pea and Medium White, Great Northern, Small White, Pinto, Pink, Light Red Kidney, Dark Red Kidney, and Western Kidney beans of the 1941 crop.

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WAR PRODUCTION BOARD  
WRITES ABOUT SUGAR

War Board Memorandum No. 50: How about sugar production in the United States? More sugar is now produced within the borders of the country than ever before in the country's history. During the past 8 years under the protection of the sugar program farmers have produced over 36 percent more sugar than they did in the previous 8-year period. There is no Government limit whatever placed upon the United States sugar production in 1942.

Then why ration sugar? Because we can't get some of our usual offshore supplies. Seventy-one percent of our sugar is brought in from Hawaii, Puerto Rico, the Philippine Islands, and from Cuba. Our Philippine supply, about 15 percent of the total, has been cut off entirely. Ships ordinarily used to carry sugar are now needed to carry more critical war materials. Our supplies are shared with other United Nations, because they have lost many sugar sources and must have sugar from this hemisphere.

--V--

CHANGE IN SOYBEAN  
STANDARDS APPROVED

An amendment to the Official Grain Standards of the United States for soybeans, making the air oven method the official basic method for determining moisture content, has been approved. The amendment becomes effective September 1, 1942.

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-PERTAINING TO MARKETING-

The following reports and publications, issued recently, may be obtained upon request from the Agricultural Marketing Administration:

The Coming Squeeze on Food (Address). . By Roy F. Hendrickson

Adjustments of the Dairy Industry to a War Basis (Address). . .  
By Tom G. Stitts

The Organization of the Kansas City Fresh Fruit and Vegetable Trade  
By William E. F. Conrad and J. W. Park

Results of Tests of Seven Cottons Grown at Stoneville, Miss.

Commodity Futures Statistics, July 1940-June 1941

Fifteen Ways To Use Onions

Standards:

Tentative U. S. Standards for Grades of Dried Peaches

Tentative U. S. Standards for Grades of Frozen Corn

U. S. Standards for Grades of Frozen Peas

Amendments to U. S. Standards for Rough Rice

Amendments to U. S. Standards for Brown Rice

Amendments to U. S. Standards for Milled Rice

Market Summaries:

Western and Central New York Apples, 1941-42

Western and Central New York Carrots, 1941-42

Western and Central New York Onions, 1941-42

Western New York Potatoes, 1941-42

North Carolina Strawberries, 1942

Lake Okeechobee (Florida) Cabbage, 1942

South Florida Peas, 1942

South Florida Tomatoes, 1942

South Florida Snap Beans, Fall, Winter, and Spring, 1941 and 1942

Pompano (Florida) Peppers, 1942

Louisiana Strawberries, 1942

Colorado Onions, 1941

Texas Cabbage, 1941-42

Lower Rio Grande Valley (Texas) Potatoes

Northwestern Cherries and Apricots, 1941

Imperial Valley Cantaloups, 1941

From the Bureau of Agricultural Economics

The Use of Apples in Cider Mills, Evaporators, and Canneries in  
New York State, 1937-41

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Agricultural Marketing Administration  
Washington, D. C.

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